



Friday, August 7th, 2020

To: Chair and member of Environment, Infrastructure and Community Services Committee

Re: COVID-19 Response – Main Street Business Support Report

I am writing to support my colleagues, Brian Dean, Burlington Downtown Business Association and Carla Nell, Burlington Chamber of Commerce, on their recommendations concerning the Main Street Business Report. I want to thank them for their submission which I fully endorse.

Throughout the summer, Aldershot Village BIA, has ramped up their supports to our 250 members who are struggling during the COVID-19 pandemic. As we visited the businesses in Aldershot, delivering COVID Recovery Kits, we heard story after story of businesses in restaurants, retail, professional and technical services who are barely hanging on.

Faced with steep declining sales coupled with nervous customer confidence, they are struggling to keep pace with the extra costs of cleaning, mandatory face masks and investment in patio upgrades. They are also facing difficulties with staffing as the population remains cautious and many are not rehiring to previous levels as they revisit their business models' viability. Main Street businesses typically have a slim margin of profits so any additional costs can be prohibitive.

Aldershot is a unique community where the business and not for profit communities work together. We are also on the cusp of great growth along the Plains Road corridor but amenities are lacking as consumers look for more restaurants, grocery shops and other services to support their lifestyle. We are desperately trying to hang on to our existing restaurants but they have faced enormous challenges throughout the pandemic which my colleagues have already outlined in their response.

Main Streets across Ontario have been particularly hard hit during these times and need our help if we are to remain a vibrant, prosperous city where people want to live and work. Aldershot Village BIA is very concerned that without immediate action that some of our business will not survive until December if they do not get assistance.

It is essential that the City of Burlington lead the way by providing immediate relief to Main Street Businesses and leverage their position with other government levels to enhance our commitment to our small business community.

Submitted by

Judy Worsley, Executive Director

Aldershot Village BIA